

Interior Design during Japanese Colonial Rule in Taiwan

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Abstract: The purpose of this research is to present a statement different from those of other domestic scholars who consider interior design in Taiwan began in 1960. The study discovered that various interior design achievements had been reported in the related reports and studies during the Japanese colonial period. Though the people in Taiwan were against the assimilation policy imposed by Japan in the period of Japanese occupation; however, certain achievements were accomplished, a foundation for industrialization and capitalization was laid and development of interior design started. The so-called interior design means to build and beautify an artificial indoor space through conscious planning and design. Results include the 30th Anniversary Exhibition held in Taiwan in 1925. The first “Window Display Competition” that was held by Enterprises Associations in Taipei in 1925 had become the pioneer in window display designs. “Bolero Coffee,” a famous coffee shop in Taipei designed by Liang-Yung Yang (1934), became a powerfully influential starting point in interior design in Taiwan.

All the above mentioned could be proven as the best evidences to show that interior design had already taken place during the Japanese colonial period in Taiwan. This study collected papers and studies associated with Taiwanese culture specialties and interior design related activities during the Japanese colonial period and used historical information to clear thoughts in order to construct a more complete history of interior design in Taiwan.

Key words: *Japanese Colonial Period, Taiwan, Interior Design.*

1. Introduction

1.1 Research background

Interior design in Taiwan developed with economic growth and brought in buildings for tourism, amusement, residence and business. It is a common thought in the literature that interior design dawned in the 1960's. The

forms of art changed from artistic workmanship and plane design to formative art dominated by architectural design and carpentry. After higher education of interior design began in 1985, specialization became a trend. Different cultivation of professional training received by artists, architects and interior designers results in diversified styles.

Factors that influence design development in each era differ during the evolution of the design history. Besides reciprocal effects, each age has its own particular and dominant background (Zong-Cheng, Qiu, 1998). [11] Elements like people, events and social formations all impact development of interior design in Taiwan. Related reports and studies during the Japanese colonial period analyzed in this research reveal that there were plenty of interior design achievements at that time (1895 to 1945). For instance, exhibitions and window display competitions manifested design arrangements were made in a certain display form at fairs. The so-called window display then is equivalent to showcase design nowadays. Such activities can prove that interior design had begun during the Japanese colonial rule in Taiwan. Though special time, culture and technology elements affect the form, function and aesthetics of interior design; nevertheless, they are still regarded as an impulse to the development of interior design in Taiwan in this research.

1.2 Research purpose

- (1) Proof of the existence of interior design in Taiwan during the Japanese colonial rule is given through research and information gathering.
- (2) Facts happened during the Japanese occupation era are described via retrodiction to reconstruct the meanings and the discovery of new facts or overturn existing theories.

2. Literature Review

2.1 Definition of interior design

According to WordNet 3.0¹, Farlex clipart collection (2003-2008), interior design is:

- (1) The trade of planning the layout and furnishings of an architectural interior.
- (2) The branch of architecture dealing with the selection and organization of furnishings for an architectural interior. [8]

NCIDQ definition of interior design is as follows:

Interior design is a multi-faceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment. These solutions are functional, enhance the quality of life and culture of the occupants, and are aesthetically attractive. Designs are created in response to and coordinated with the building shell, and acknowledge the physical location and social context of the project. Designs must adhere to code and regulatory requirements, and encourage the principles of environmental sustainability. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration

¹ WordNet 3.0 © Princeton University is a large lexical database of English, developed under the direction of George A. Miller.

of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfills the project goals (NCIDQ, 2004). [5]

2.2 Literature review of interior design in Taiwan by stages

Ping-Chih, Hou (1989) indicated there was no such term as interior design in the 1950's since architects or carpenters were responsible for all indoor construction, expansion and renovation projects. Interior design was emphasized gradually in the 1960's when time and social changes brought some designers into existence, which was the pioneer phase (from scratch). In the beginning of 1960, buying and selling books related to design is about the same as now. The term of interior design was not common then and people's understanding of it was limited. Only decorative decoration design was comprehended at that time; however, it was a general thought that only coffee shops, bars, restaurants and hotels needed professional decorative design. Organizations were established and great talents appeared successively in the 1970's. Interior design existed in the 1980's and tended to develop to a higher level and a more exquisite design culture. [7]

Accordingly, Ping-Chih, Hou divided by decade and emphasized social changes. Ping-Chih, Hou divided development of interior design in Taiwan into four stages, which were: (1) almost not, (2) from scratch, (3) started to develop and (4) got better. [7]

Chung-Yen, Chou (1989) divided development of interior design in Taiwan into three phases, which were: (1) the period of artists: artistic messages were applied to interior design boldly at that time; (2) the period of art designing and industrial design graduates: some of them majored in arts and went abroad for further study in design, industrial design in particular; and (3) the contemporary period. [2]

Considering emergence and development of interior design in Taiwan related to economic prosperity mainly, Mao-Hsiung, Lin (1991) proposed three stages as follows:

- (1) 1960's as the pioneering stage: interior design began but lack of specialization.
- (2) 1970's as the dawning stage: a trade union was established and social recognition was gained.
- (3) 1980's as the developing stage: development was flourishing to internationalization. [4]

Cheng-Chang, Lin (1991) divided development of interior design in Taiwan into four phases:

(1) Phase of wasteland: It was called the phase of wasteland from 1961 to 1971 since the term of interior design did not exist. There were only businesses like decoration companies or art companies. The design style tended to be polished and a display of splendor.

(2) Phase of sprouting: Plenty of art talents were devoted to this industry of 3-D art. In 1979, overseas tourism began and the cafeterias of a European style designed by Japanese designers were introduced. A number of new techniques were fresh and influential. Meanwhile, architecture and civil engineering majors joined this trade one after another.

(3) Phase of recognition: It was called the phase of recognition during 1984 and 1985. Clothing stores were

affected by Japan and became personalized. Model houses provided more space for designers' originality. People were more aware of the role played by interior designers.

(4) Phase of blooming: It was called the phase of blooming around 1986 and 1987 and also a milestone for the interior design industry. More opportunities on the market were available along with the flourishing development of real estate, industry, commerce and service. Some large-scale professional design companies appeared successively. [1]

Tsung-Ling, Yu (1994) classified the development of interior design in Taiwan to six stages according to external influence and style features as follows:

(1) Styles of artists: Interior design from after restoration of Taiwan to 1960's was an extension of skills and ideas based on art or art designing mainly. These artists can be accounted the pioneers of the interior design industry because they applied artistic craft to embellishment and decoration instead of a spacious sense and practical functions.

(2) Modern design: There were a lot of business shows and large-scale display activities in Taiwan during the 1960's. Designing of these exhibition places and display centers was mixed with layout design and art designing mostly, which also became a business source for big advertising companies that had the lion's share in domestic market. After 1966, interior design was separated from big advertising companies gradually; however, only a few proprietors took the name of an interior design company.

(3) Package style and (4) Parable approach: A great diversity of styles manifested at this local initial growing stage. There was an increase of imported books and periodicals in design.

(5) Japanese vogue: Interior design followed architecture design and the international design trend before 1980's; nevertheless, it was also the stage of diversification. Market demands and talents joined increased, more and more opportunities for competition and emulation were available and the level of specialty enhanced. Affected by traditional and modern Japanese building styles, interior design works produced by architectural designers in the 1980's tended to be simple and unadorned.

(6) Diversified styles: Contentions became keen after 1985 since overseas scholars returned and viewpoints were introduced from Europe, America, Japan and so on. An architectural background was becoming the mainstream in the field of interior design. [10]

Hsiang-Chuan, Huang (1999) divided the development of interior design in Taiwan into three phases as the following:

(1) Pioneering and mixing stage (1960 - 1974): The economic situation was booming in Taiwan at this time and gross national product kept increasing, which also motivated growth of the construction industry and the interior design industry. However, real design was not in yet as only partition was applied.

(2) Developing stage (1974 - 1988): Taipei Housing Company built a compound community with gardens in Taichung in 1975 and invited 23 scholars who returned from overseas and some freshmen that just graduated to do the interior design job for 23 model houses. This not only resulted in an unprecedented show of interior design masters, but also became a legend in the history of interior design in Taiwan. As a whole, knowledge of

space was short and decorative design was excessive during this period.

(3) Growing and thriving stage (after 1988): Great talents for interior design appeared continuously from then on. [3]

Speeches, forums, books and master theses published in magazines and periodicals by Ping-Chih, Hou, Chung-Yen, Chou, Mao-Hsiung, Lin, Cheng-Chang, Lin, Tsung-Ling, Yu, and Hsiang-Chuan, Huang were collected, arranged and compared in Table 1.

Table 1. Stages of Interior Design Defined by Scholars

Scholar	1	2	3	4	5	6
Year	Ping-Chih, Hou (1989)	Chung-Yen, Chou (1989)	Mao-Hsiung, Lin (1991)	Cheng-Chang, Lin (1991)	Tsung-Ling, Yu (1994)	Hsiang-Chuan, Huang (1999)
1950	almost not	the period of artists			styles of artists	
1960	from scratch	the period of art designing and industrial design graduates	the pioneering stage	phase of wasteland	modern design	pioneering and mixing stage (1960-1974)
1970	started to develop	the contemporary period	the dawning stage	phase of sprouting	package style, parable approach	developing stage (1974-1988)
1980	got better		the developing stage	phase of recognition	Japanese vogue, diversified styles	growing and thriving stage (after 1988)

In sum, these scholars all considered development of interior design in Taiwan started in 1960's or 1970's. [1-4,7,10] Evidence will be provided in this research from a discussion of literature review to explain that interior design already began before 1960's when Taiwan was colonized by Japan.

2.3 Achievements manifested in architecture, craft and art during Japanese colonial rule

The Japanese colonial rule in Taiwan lasted from 1895 to 1945. Japan regarded management of Taiwan for 50 years as propaganda of her colonial achievements. They also tried to make Taiwan accept national assimilation and exercised oppression on latter days. Directed by the policy of "industry in Japan and agriculture in Taiwan," the Japanese implemented educational and cultural control in Taiwan. It goes without saying that local residents of Taiwan did not accept these actions. Nevertheless, certain constructions like the urban plan, layout of water and power lines and transportation facilities accomplished during the colonial period laid the foundation of industrialization and capitalization and reflected in architecture, craft and art. [6,12]

A prospering economy is required for design development, and culture and education are also closely related to development of design. Different measures and constructions developed in economy, culture and education during Japanese colonial periods showed us the backgrounds of design development then and served as the references to historical reviews (Pin-Chang, Lin, 2003). [6] As a result, in addition to collecting records related

to interior design activities in Taiwan during the Japanese colonial rule in this research, an attempt of clarifying the cultural features of art, design and education was made to construct a more complete history of interior design in Taiwan.

Buildings like the Office of the President, Control Yuan, Taiwan Tobacco & Wine Monopoly Bureau, Taipei Guest House, National Taiwan University Hospital and New Park Provincial Museum were the results of western culture input. The industrial promotion project was one of the craft achievements. Woodworking was emphasized in particular at the initial stage of the colonial period and bamboo art was targeted later, which made essential contributions to export trade in Taiwan after World War 2. Tsun-Hsiung, Yao (2005) proposed six phenomena of art accomplishments as follows:

- (1) Implementation of art program: laid a foundation for learning of art design,
- (2) Development of business activities: motivated a requirement for art design,
- (3) Holding of exhibitions: accelerated application and development of art design,
- (4) Demand for propagation: established an important role played by art design,
- (5) Thriving artistic activities: provided design opportunities for painters in Taiwan, and
- (6) Publicity of imperial wars: developed the effect of art design. [9]

3. Method

Literature review and historical study methods are applied in this research to explore, excavate and analyze the development of interior design in Taiwan during the Japanese colonial period.

From the theoretical view, the historical study method is an approach of studying the evolution of history. Any facts happened in the past can be examined from the technical viewpoint. The main purpose of this method is to discover the causal relationship and development rules among certain complicated historical events as a basis of understanding the present and predicting the future. Historical evidence was collected in this research to search for the potential factors of historical events and establish a table by year for an objective interpretation.

4. Results and Discussions

Important historical events during the Japanese colonial rule included martial law implemented around the island in 1897, Japan defeated Russia in 1905, martial law was lifted, the national government was established in 1925 and Wushe Incident (Taiwanese aboriginals fighting against Japan) in 1930 and so on.

There were a lot of interior design achievements in architecture, craft and art during the Japanese colonial period and were displayed in domestic and overseas exhibitions. Business accomplishments of interior design were manifested by various showcases and window display contests. Cultural development related to interior design at this time included art designing, architecture and design education. A painting course was provided and the subject of geometrical painting was available for the first time in 1907 (amendment of public school rules in Taiwan). The first Taiwan Art Exhibition sponsored by the Education Council opened in 1927. Journal of

Architecture began publication in 1930 and was also the first professional architecture magazine in Taiwan that recorded the development of buildings for the latter 15 years of the Japanese rule. Developments of interior design during the Japanese colonial period included a number of exhibitions, tea shops (hiragana, きつさてん)², shows and window display competitions as well as the Boloro Coffee Shop designed by Liang-Yung, Yang, which was an influential starting point for interior design in Taiwan. Refer to Table 2 for the details of design culture, design education and development of interior design in this period.

Table 2. Year Table of Design Culture, Design Education & Expositions during Japanese Colonial Rule

Year	Event
1895	• Japanese colonial rule (1895-1945) – a critical time for Taiwan to transform from a traditional society into a modern society
1896	• Taiwan Sotokufu established a tentative department of civil engineering to be in charge of construction works in Taiwan and architects appeared.
1897	• Sotokufu Mandarin School, First Girls' School of Sotokufu Mandarin School and 4 th School of Taipei Mandarin School were set up to implement education given by Taiwanese. It was also the beginning of women education and primary education in Taiwan. Painting course was available.
1900	• Tea Shop was on display in The Exposition Universelle, Paris 1900, France in August, which was the beginning of Taiwan's participation in foreign fairs. • inception of art education in Taiwan – department of teacher training established in Taipei Mandarin School and painting course provided for the first time
1902	• department of teacher training established for Taiwanese grade school teachers in July and handicraft program added to the painting course
1903	• Formosa Hall and Tea Shop were on display in the 5 th National Exhibition for Industrial Promotion in Osaka, Japan in March.
1904	• Tea Shop was on display in Saint Louis World's Fair, United States in June.
1907	• A painting course was provided and the subject of geometrical painting was available for the first time according to amendment of public school rules in Taiwan promulgated in February.
1908	• Taiwan Sotokufu Museum, the first museum in Taiwan, was established. The main function of the museum at present is to preserve well the collections concerning quality and quantity. • Association of Commerce and Industry, Taipei held Taiwan Exhibition of Automobiles/Trains to celebrate inauguration of the trunk line.
1910	• Took part in the Japan-British Exhibition in London on May 10 and Tea Shop was installed. • Took part in the United Mutual-Progress Fair of 1 Government & 14 Counties of Northeastern Kanto held in Japan in September and Taiwan Hall and Tea Shop were installed.
1911	• The 1 st Southern Taiwan Product Mutual-Progress Fair in was held in February. • Southern Educational Articles Fair was held in February. • Participated in Kobe Commodities Mutual-Progress Fair in Kobe in March and Taiwan Hall and Tea Shop were installed. • Took part in National Products Fair in Kyoto in April and the 3 rd National Products Fair in Osaka with Taiwan Hall installed. • Participated in International Craft Exposition held in Italy in May.
1912	• Took part in Takushoku Peace Fair held in Tokyo, Japan in October with Taiwan Hall and Tea Shop installed. • Japanese established Taiwan Sotokufu Industry Institute in Taipei, which provided the earliest education in architecture in Taiwan.
1913	• Participated in Takushoku Fair – in Memory of Meiji in Osaka, Japan in April with Taiwan Hall and Tea Shop installed.
1914	• Herbarium of Taiwan Forestry Research Institute was established. The major function of the museum at present is to preserve well the quality and quantity of the collections.

² The term "喫茶店" comes from Japanese and we Taiwanese use this term as well because of some culture background. Coffee Shop, Café, Tea Room, Tea House in Japanese; Tea Room, Tea House in Traditional Chinese.

Year	Event
	<ul style="list-style-type: none"> • Took part in the National Exhibition of Arts & Crafts held in Kyoto, Japan in April. • Participated in Colony Exposition in Java in August with Tea Shop installed.
1915	<ul style="list-style-type: none"> • Attended the Pan-Asiatic-Pacific International Exposition held in San Francisco, United States in February with Tea Shop displayed.
1916	<ul style="list-style-type: none"> • Took part in Maritime Products Fair held in Tokyo, Japan in March. • To promote management experience and results in Taiwan, the Sotokufu government introduced the idea of industrial fairs from Japan and held a large-scale Taiwan Industrial Mutual-Progress Fair for the first time.
1917	<ul style="list-style-type: none"> • Attended the Farm Produce Mutual-Progress Fair of Fukien Province held in China in August. • Took part in Chemical Industry Fair held in Tokyo, Japan in September with Tea Shop displayed.
1918	<ul style="list-style-type: none"> • Participated in Electric Fair held in Tokyo, Japan in March with Korea & Taiwan Booth installed. • Took part in Chemical Industry Fair of Osaka held in Osaka, Japan in April.
1919	<ul style="list-style-type: none"> • Insects Museum (in memory of Mu-sheng Yu), the first private exhibition hall in Taiwan, was set up. • The Taiwan Sotokufu Government building (now Office of the President) was completed on March 25, which not only symbolized the colonial power of imperial Japan, but also was the last western building of Renaissance style in Taiwan. It was the first advanced and complete modern building in Taiwan as well.
1920's	<ul style="list-style-type: none"> • Extracurricular painting activities increased inside and outside the school. • A new culture was transformed from traditional Chinese culture into western culture. • Taipei Normal School became an important place for bringing painting education to enlightenment.
1920	<ul style="list-style-type: none"> • Took part in Industry Fair held in Fukuoka, Japan in April with Taiwan Booth and Tea Shop displayed. • Began to edit textbooks related to painting. • Though geometric painting was identified in painting class in public schools after 1920; however, sketching was emphasized gradually.
1921	<ul style="list-style-type: none"> • Took part in National Postwar Industrial Development Fair held in Kyoto, Japan in July with Tea Shop installed.
1922	<ul style="list-style-type: none"> • Participated in Universal Exposition of Malaya held in Indonesia in March. • Attended International Exhibition of Foodstuffs held in London, England in September and Bandung Industry Fair held in Bandung, Java. • An announcement that all schools were required to comply with the domestic educational system in Japan, except normal and public schools was made (amendment of educational regulation in Taiwan). A common Sino-Japan school system was implemented.
1924	<ul style="list-style-type: none"> • Took part in Bandung Tea Mutual-Progress Fair held in Bandung, Java in June with Taiwan Booth installed. • Taiwan By-product Fair was held in Takow Prefecture in July; Health Fair of Hsinchu Street was held in public schools of Hsinchu; Island-wide By-product Awarding Fair was held in Taichung. • Industrial Integration Information Fair in Taiwan, Chemical Industrial Fair, Police & Health Fair and Farm Produce Quality Evaluation, Education & Health Fair were held in November. • Exhibition of Specialties was held in December.
1925	<ul style="list-style-type: none"> • Took part in Art Deco & Modern Industrial World Fair held in Paris, France in April with Tea Shop established. • Association of Motion Pictures in Taiwan, the first filmmaking production and research institute in Taiwan, was established in May. • The first Showcase Deco Contest was held by Taipei Industrial Association in May. • United Sale & First Island-wide Showcase Deco Competition was held by Taipei Industrial Association and United Association of Shops & Stores in Taipei in June; Association of Commerce & Industry in Keelung held a Showcase Deco Competition; to cope with the anniversary ritual in I-lan, Association of Commerce & Industry of I-lan held a Showcase & Shop Deco Contest. • National Government was set up on July 1.
1926	<ul style="list-style-type: none"> • Hsing Chi Memorial Hall in Taichung was completed on April 10 with Exhibition Hall of Taichu-ken Products and Education Museum of Taichu-ken established. • Participated in National Industrial Fair held in Himeji, Japan on April 12 with Taiwan Booth and Tea Shop established. • Took part in 10th Anniversary of Omuta City & National Industrial Fair held in Omuta, Japan on April 22 with Taiwan Booth and Tea Shop displayed. • Wei-shui Chiang set up the Culture Bookstore in Taipei on June 15 for a cultural enlightenment

Year	Event
	<p>campaign.</p> <ul style="list-style-type: none"> • Participated in Universal Exposition of Philadelphia in Memory of the 150th Anniversary of Independence held in Philadelphia, America on July 1 with Tea Shop established. • Attended National Development Fair of Hokkaido held in Hokkaido, Japan on August 10 with Taiwan Booth and Tea Shop displayed. • Took part in Industrial Culture Fair held in Tokyo, Japan on September 15 with Tea Shop established. • Association of Commerce & Industry and Business Association of Chiayi held Showcase & Shop Deco Contest in December.
1927	<ul style="list-style-type: none"> • Taiwan Education Association sponsored the first Taiwan Art Exhibition (eastern & western paintings). • Participated in East Asia Industrial Fair held in Fukuoka, Japan in February with Taiwan Booth and Tea Shop displayed. • Took part in Nagoya Pan-Pacific Peace Fair held in Nagoya, Japan in March with Taiwan Booth. • Attended National Industrial Fair of Matsuyama held in Ehime, Japan in April with Taiwan Booth and Tea Shop displayed. • Participated in Gyeongseong Industrial Fair held in Gyeongseong, Korea in September with Taiwan Booth and Tea Shop displayed. • Took part in New Japan Colonial Products Fair held in Ueno, Tokyo in October with Taiwan Booth and Tea Shop established. • Taiwan Art Exhibition – Round 1 was held in Taipei Museum and Hua Shan Public School on Oct. 27. • Taiwan Art Association was established.
1928	<ul style="list-style-type: none"> • Took part in Okayama Fair and Takamatsu Fair in Japan in March with Taiwan Booth displayed; attended Universal Exposition of Kyoto with Taiwan Booth established. • Taichung Craft Institute established by a Japanese began to recruit students for lacquering and pottery in April. • Business Association of Keelung held a Showcase & Shop Deco Contest in November. • Association of Commerce & Industry and Business Association in Chiayi held a Showcase & Shop Deco Contest in December. • Herbarium Lab. of Taiwan University, the earliest exhibition hall of public schools in Taiwan, was established. The major function of the museum at present is to preserve well the quality and quantity of the collections.
1929	<ul style="list-style-type: none"> • Participated in Taiwan Exhibition held in Tokyo, Japan in March and Hiroshima Industrial Fair held in Hiroshima, Japan with Taiwan Booth displayed. • United Sale of Taichung, Industrial Association and Association of Commerce & Industry held a Showcase Contest in June. • Association of Commerce & Industry of Chiayi held a Showcase & Shop Deco Contest in July. • Attended Korea Fair held in Korea in September with Taiwan Booth and Tea Shop displayed. • Took part in Tour Exhibition for Patronage of Domestic Products held in Japan in October. • Business Association of Keelung held a Tour Exhibition for Patronage of Domestic Products and Showcase & Shop Deco Contest in November.
1930	<ul style="list-style-type: none"> • Participated in Shintokotsu Fair, Sea & Sky Fair in Tokyo, Taiwan Fair in Takashimaya Department Store in Osaka and Taiwan Industry Fair in Mitsukoshi Department Store in Tokyo. • Hualien Port Post Office held a Communication Exhibition; Marine Observatory of Kaohsiung held a Meteorology Fair; a Sea Fair was held in Taipei Museum; Industrial Association of Taichung and Association of Commerce & Industry held a National Local Specialty Exhibition; a Temperance Education Fair was held in Taipei Museum; Public Welfare Club of Keelung and Business Association of Keelung held an Exhibition of Excellent Domestic Products; the 10th Anniversary Education Fair was held in Taichung; the Sotokufu Government held the Exhibition of Kyoto Arts & Crafts and Southern Taichung Monopoly Fair. • Journal of Architecture began publication and was the first professional architecture magazine in Taiwan that recorded the development of buildings for the latter 15 years of the Japanese rule.
1931	<ul style="list-style-type: none"> • A Shop Deco Contest was held in Takow prefecture in May. • Japan started Incident 918 on September 18 and occupied the northeastern part of China. Taiwan prepared for war. • Association of Commerce & Industry of Tainan and Tainan Industrial Association held a Showcase & Shop Deco Contest in December. • Attended Taiwan Folk Industry Fair held in Kyoto, Japan, Summer Commodities & National

Year	Event
	<p>Specialties Exhibition held in Takaoka, Japan, Takushoku Fair of Hokkaido held in Sapporo, Japan and National Local Specialty Exhibition of Maebashi held in Maebashi, Japan.</p> <ul style="list-style-type: none"> • Industrial Information Fair held in the old Sotokufu Government building; Kaohsiung Port Exposition held in Kaohsiung prefecture; Commercial Art Exposition held by Business Department of Sotokufu Government in Education Hall of Taipei; Color of Day Exhibition held by Association of Horticulture in Tainan; Industrial Fair held by Chamber of Commerce Headquarters in Taipei; Kyushu Specialty Goods Exhibition Sale held by Hsinchu prefecture; Taipei Health Fair held by Sotokufu Government; National Canned Food Exposition held in Taichu prefecture; Communication Exhibition held in the new hall of Taichu Post Office.
1932	<ul style="list-style-type: none"> • Commercial Art Exposition jointly held by Colonization Bureau of Sotokufu Government and Chamber of Commerce Headquarters, Taipei in July; Commercial Art Exposition held by Industrial Association of Taichung in September; Commercial Art Exposition held by Association of Commerce & Industry, Hsinchu; Island-wide Industrial Integration Convention held by Industrial Association of I-lan in December; window deco and showcase deco contests available in aforesaid fairs. • The Commercial Art Exposition held in July was the biggest design exhibition in Taiwan during the Japanese colonial rule. Through this activity, people in Taiwan might be aware of domestic and international art design development and the concern and emphasis placed by Japanese on commercial art design could be detected as well. • A Japanese used to study the Lin's garden in Banciao, patterned windows in particular, which provides evidence for restoration of the garden recently. • Hsinmin Newspaper, a newspaper established by Taiwanese, was approved for daily publication. Annual art exhibitions were reported and commented.
1933	<ul style="list-style-type: none"> • A handicraft program was incorporated with the painting course according to the amendment to regulations for normal schools promulgated in March.
1934	<ul style="list-style-type: none"> • Industrial Association of Taipei, Association of Commerce & Industry of Taipei, Taipei City Government and Commanding Headquarters of Taiwan jointly held the activity of Special Drill Showcase Deco Contest in June. • Liang-Yung Yang was commissioned to design Bolero Coffee Shop, the first western restaurant in Taipei.
1935	<ul style="list-style-type: none"> • The first art exhibition of Taiwan Art Association was displayed in Taipei (Apr. 3 - Apr. 7) and Taichung (June 21 - June 23). • The 40th Anniversary Fair of Rule in Taiwan was held in Taipei.
1943	<ul style="list-style-type: none"> • The compulsory 6-year elementary school education was implemented.
1945	<ul style="list-style-type: none"> • Japan was defeated and Taiwan was restored.

5. Conclusions

Interior design means the act of renovating the indoor space or the thinking process of reasonable and conscious design for appropriate control and arrangement of indoor components with the major purpose of enhancing the function and quality of the interior space. Thus, design and construction acts (including arranging, furnishing, decorating and equipping, etc.) in the form of exhibition layout and shop window deco contests in indoor space (including showcases, exhibition halls and tea shops, etc.) to cope with business, exposition and government propaganda activities are all deemed interior design activities and described as follows:

(1) Expositions: Taiwan started to participate in foreign expositions since 1900 and had a tea shop booth installed. Such expositions are like The Exposition Universelle of Paris, France in 1900, the 5th National Exhibition for Industrial Promotion in Osaka, Japan in 1903, Saint Louis World's Fair, United States in 1904 and Japan-British Exhibition in London, England in 1910 and so on.

(2) Mutual-progress fairs: The 1st Southern Taiwan Product Mutual-Progress Fair held in Tainan in 1911 was counted as a mutual-progress activity. The idea of industrial fairs was introduced from Japan in 1916 and a

large-scale Taiwan Industrial Mutual -Progress Fair was held for the first time. Taiwan also attended the Farm Produce Mutual-Progress Fair of Fukien Province, China in 1917 and the Bandung Tea Mutual-Progress Fair, Java in 1924.

(3) Shop window deco competitions: Showcase deco contests appeared one after another since 1925. Examples are like in 1925, the first Showcase Deco Contest held by Taipei Industrial Association, United Sale & First Island-wide Showcase Deco Competition held by Taipei Industrial Association and United Association of Shops & Stores in Taipei, a Showcase Deco Competition held by Association of Commerce & Industry in Keelung and a Showcase & Shop Deco Contest held Association of Commerce & Industry of I-lan to cope with the anniversary ritual festival in I-lan; in 1928, a Showcase & Shop Deco Contest held by Business Association of Keelung and a Showcase & Shop Deco Competition held by Association of Commerce & Industry and Business Association of Chiayi; in 1929, United Sale of Taichung, a Shop Window Contest held by Industrial Association and Association of Commerce & Industry, a Showcase & Shop Deco Competition held by Association of Commerce & Industry of Chiayi and a Showcase & Shop Deco Contest held by Business Association of Keelung and so on.

Two types of indoor environment, housing interior and non-housing interior, are classified by different attributes of a application according to Encyclopaedia Britannica. Expositions, exhibitions, tea shops, display fairs and showcase deco competitions during the era of Japanese rule belong to spaces for exhibition activities in the non-housing interior type, which reveal the cultural phenomena of booming business and a number of exhibitions then. One classic interior design project at that time was the Bolero Coffee Shop on Minsheng West Road, Taipei in 1934, designed by Liang-Yung Yang, which was not only the first western restaurant in Taipei, but also a starting point affecting interior design in Taiwan.

Another issue worthy of mentioning is that the foundation of industrialization and capitalization in Taiwan was laid during the period of Japanese colonial rule and new architectural concepts, techniques and material from the west were applied to the official buildings in Taiwan. Rules for Residence Buildings in Taiwan and Detailed Implementation Regulations for Residence Buildings in Taiwan were specified in 1900, in which ambient lighting, ventilation and sanitary ordinances were regulated to improve the living quality for local residents since the aforesaid conditions were usually neglected in traditional dwelling houses. Development of woodwork and bamboo crafts influenced post-war export trade. Affected by new western and oriental ideological trends, brand-new ideas of art design were introduced and made a great impact on the future generations.

Cultural features and development of interior design in Taiwan during the Japanese colonial period are analyzed in this research through collection and arrangement of literature information. As a result, it is concluded that interior design in Taiwan already developed during the period of Japanese colonial rule. As documentary information may not be complete, analysis of data could seem insufficient. It is expected more complete information can be gathered for an objective interpretation and a higher reliability in future researches.

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